



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Butler, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Rural Bypasses	53.7%	Population		20,563	19,987
Modest Income Homes	15.4%	Households		8,383	8,247
Rooted Rural	13.0%	Families		5,790	5,634
Rustbelt Retirees	7.0%	Median Age		40.1	41.7
Southern Satellites	4.2%	Median Household Income		\$28,303	\$30,737

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	46	\$1,244.41	\$10,431,851
Men's	46	\$226.96	\$1,902,615
Women's	43	\$408.21	\$3,422,014
Children's	56	\$231.82	\$1,943,360
Footwear	40	\$193.52	\$1,622,285
Watches & Jewelry	52	\$116.09	\$973,175
Apparel Products and Services ¹	54	\$67.80	\$568,402
Computer			
Computers and Hardware for Home Use	51	\$107.82	\$903,894
Software and Accessories for Home Use	47	\$13.61	\$114,102
Entertainment & Recreation	61	\$2,268.86	\$19,019,819
Fees and Admissions	45	\$275.78	\$2,311,861
Membership Fees for Clubs ²	48	\$79.92	\$669,966
Fees for Participant Sports, excl. Trips	43	\$48.83	\$409,310
Admission to Movie/Theatre/Opera/Ballet	43	\$64.64	\$541,851
Admission to Sporting Events, excl. Trips	47	\$28.60	\$239,769
Fees for Recreational Lessons	42	\$53.46	\$448,131
Dating Services	58	\$0.34	\$2,834
TV/Video/Sound Equipment	58	\$835.51	\$7,004,115
Community Antenna or Cable TV	65	\$476.28	\$3,992,647
Televisions	50	\$147.03	\$1,232,539
VCRs, Video Cameras, and DVD Players	60	\$19.85	\$166,426
Video Cassettes and DVDs	57	\$37.23	\$312,106
Video Game Hardware and Software	56	\$19.90	\$166,818
Satellite Dishes	73	\$0.81	\$6,790
Rental of Video Cassettes and DVDs	56	\$28.66	\$240,285
Streaming/Downloaded Video	37	\$0.30	\$2,547
Sound Equipment ³	48	\$102.15	\$856,341
Rental and Repair of TV/Radio/Sound Equipment	56	\$3.29	\$27,616
Pets	73	\$322.16	\$2,700,668
Toys and Games	61	\$90.89	\$761,911
Recreational Vehicles and Fees ⁴	88	\$385.55	\$3,232,085
Sports/Recreation/Exercise Equipment ⁵	57	\$122.79	\$1,029,332
Photo Equipment and Supplies ⁶	59	\$74.83	\$627,310
Reading ⁷	56	\$161.34	\$1,352,537
Food	60	\$4,970.60	\$41,668,522
Food at Home	61	\$3,002.62	\$25,170,948
Bakery and Cereal Products	62	\$419.46	\$3,516,356
Meat, Poultry, Fish, and Eggs	63	\$766.92	\$6,429,063
Dairy Products	62	\$343.67	\$2,880,976
Fruit and Vegetables	57	\$469.19	\$3,933,204
Snacks and Other Food at Home ⁸	63	\$1,003.38	\$8,411,349
Food Away from Home	57	\$1,967.98	\$16,497,574
Alcoholic Beverages	49	\$289.29	\$2,425,116
Nonalcoholic Beverages at Home	65	\$288.40	\$2,417,671



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	37	\$376.88	\$3,159,348
Vehicle Loans	69	\$4,004.84	\$33,572,608
Health			
Nonprescription Drugs	75	\$84.76	\$710,508
Prescription Drugs	77	\$433.89	\$3,637,262
Eyeglasses and Contact Lenses	65	\$50.12	\$420,158
Home			
Mortgage Payment and Basics ⁹	50	\$4,582.06	\$38,411,375
Maintenance and Remodeling Services	49	\$1,021.60	\$8,564,076
Maintenance and Remodeling Materials ¹⁰	74	\$308.60	\$2,587,007
Utilities, Fuel, and Public Services	67	\$3,034.36	\$25,437,019
Household Furnishings and Equipment			
Household Textiles ¹¹	55	\$76.89	\$644,568
Furniture	49	\$319.54	\$2,678,731
Floor Coverings	51	\$49.43	\$414,413
Major Appliances ¹²	64	\$192.46	\$1,613,424
Housewares ¹³	52	\$49.08	\$411,405
Small Appliances	62	\$21.80	\$182,787
Luggage	44	\$4.42	\$37,080
Telephones and Accessories	49	\$20.97	\$175,759
Household Operations			
Child Care	45	\$186.52	\$1,563,572
Lawn and Garden ¹⁴	65	\$276.80	\$2,320,383
Moving/Storage/Freight Express	52	\$27.43	\$229,955
Housekeeping Supplies ¹⁵	64	\$490.49	\$4,111,737
Insurance			
Owners and Renters Insurance	68	\$336.00	\$2,816,649
Vehicle Insurance	62	\$873.01	\$7,318,415
Life/Other Insurance	66	\$381.00	\$3,193,897
Health Insurance	68	\$1,382.57	\$11,590,101
Personal Care Products ¹⁶	59	\$256.86	\$2,153,287
School Books and Supplies ¹⁷	49	\$58.06	\$486,730
Smoking Products	79	\$354.85	\$2,974,720
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	65	\$3,359.40	\$28,161,834
Gasoline and Motor Oil	70	\$1,770.16	\$14,839,292
Vehicle Maintenance and Repairs	60	\$596.81	\$5,003,093
Travel			
Airline Fares	43	\$177.67	\$1,489,388
Lodging on Trips	52	\$222.80	\$1,867,710
Auto/Truck/Van Rental on Trips	40	\$15.45	\$129,522
Food and Drink on Trips	53	\$248.38	\$2,082,136

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.